

KWIB NEWS

VOLUME 2, ISSUE 1

MARCH 2003

USDOL Maps Course for WIA Reauthorization

As part of the rollout of the Bush Administration's FY 2004 budget request, the Employment and Training Administration distributed a document that laid out some of the key legislative proposals likely to make their way into the new WIA legislation up for reauthorization on Oct. 1, 2003.

This document states that the reauthorization "proposal will continue to transform and integrate the One-Stop Career Center delivery system into a coherent workforce investment system that can respond quickly and effectively to the changing needs of business and the new economy...and partner and connect with the private sector and with post-secondary education and training, social services, and economic development systems to prepare the 21st century workforce for career opportunities and skills in high growth sectors."

The key elements of the proposal include:

1. **Streamline the membership requirements of the State Workforce Investment Board** to include One-Stop partners with an "increased voice and authority to formulate policies and priorities

governing the One-Stop Career Center system." The board chair would continue to be from the private sector but the business majority would no longer be required. Governors would have the authority to add additional members, such as more business reps.

2. **Reconfigure the membership and functions of the Local Workforce Investment Boards** to ensure geographic representation as well as representation from the leading industry sectors. One-Stop partner officials would not be required members of local boards, but could be appointed to a "management council" by the local board chair. This streamlined membership would "provide an increased voice for business representatives, community groups and worker advocates; therefore, enabling Boards to be more responsive to local needs."
3. **Youth Councils should no longer be required;** however, "Governors and chief elected officials should retain the authority to create or continue

(Continued on page 3)

INSIDE THIS ISSUE:

Campaign Informs Employers about One-Stop System	2
More on WIA Reauthorization	3
New Workforce System Logo Chosen	4

UPCOMING EVENTS

MARCH 12 10:00 AM
LOCAL CHAIRS MEETING
CENTRAL KENTUCKY
JOB CENTER
LEXINGTON, KY

MAY 7 & 8, 2003
QUARTERLY KWIB MEETING
JENNY WILEY STATE PARK
PRESTONSBURG, KY

AUGUST 14, 2003
QUARTERLY KWIB MEETING
MY OLD KENTUCKY HOME
BARDSTOWN, KY

NOVEMBER 12 & 13
QUARTERLY KWIB MEETING
ANNUAL CONFERENCE
HOLIDAY INN—NORTH
LEXINGTON, KY

www.kentuckywib.org

The resource for workforce board members—state and local—and workforce professionals. Explore links to policy papers, best practices, and workforce organizations. Find basic information about the board and its strategic vision.

Campaign Informs Employers About One-Stop Services

By Janet Williams Hoover, Office of Communication Services

The Kentucky Cabinet for Workforce Development has launched a major campaign to inform employers about employment services provided by the one-stop career centers located in the Cumberland, Lincoln Trail and Bluegrass (Richmond area) Workforce Investment Areas.

The five-month federally funded campaign is part of a nationwide pilot program to increase awareness and utilization of one-stop career centers, which provide employers with free-of-charge information and assistance in locating qualified job seekers.

“One-stop career centers are part of our efforts to develop the commonwealth’s economy by helping businesses operate more efficiently,” said Allen D. Rose, cabinet secretary.

Rose said that one-stop career centers are “the most comprehensive resource we’ve ever provided Kentucky employers,” citing the centers’ ability to quickly and cost-effectively help employers hire workers from a broad pool of local applicants.

The theme of the informational campaign is “Super Heroes,” referring to the three pilot areas’ business representatives who provide personal assistance to

employers through specialized knowledge of the local employment market. In addition to helping businesses find and pre-screen job candidates, representatives assist employers in understanding regulations and how to take advantage of business tax credits.

Over the next five months, employers in the three target areas of the state will receive a series of informational mailings and personal follow-up contacts by business liaisons. The first mailing is a letter from Governor Paul E. Patton detailing one-stop employment services. Further information will explain how the centers can meet employer needs.

This five-month campaign is funded in full through a special grant from the U.S. Department of Labor and is part of a multi-state effort that includes Kentucky, Alaska, Iowa, Missouri, Montana, New Hampshire and Washington.

Employers interested in finding out more about services or the location of the nearest one-stop career center can click on www.kyemployers.org or call Linda Pankratz at (502) 564-5360.

Recommended Reading on the KWIB Web Site

This month the Web site for Kentucky state and local workforce investment board members features in-depth coverage of the issues surrounding the reauthorization of the Workforce Investment Act of 1998. Find links to several sources of information on the proposed changes to the legislation.

The Temporary Assistance for Needy Families (TANF) program and the Carl Perkins Vocational Education and Technical Education Act are also up

for reauthorizations this year and significant changes have been proposed for both programs.

In addition to links to the pertinent sections of the proposed federal budget, the KWIB Web site also includes links to organizations offering analysis of the proposed legislation.

Find information on these issue and more on the KWIB Web site at www.kentuckywib.org.

Reauthorization Highlights *(continued from page 1)*

- youth councils if it is believed that Youth Councils add value in their states or local areas.”
4. **Reduce planning cycle and submission of state and local plans** from five years to two years.
 5. **Create a new way to fund the cost of the One-Stop system infrastructure** in order to alleviate many of the current local negotiation issues and allow local areas to focus on meeting the needs of businesses and workers.
 6. **Encourage One-Stop Career Centers to provide a wide range of services for low-wage workers** that would enhance career advancement opportunities.
 7. **Remove barriers to serving target populations**, such as individuals with disabilities, migrant and seasonal farm workers, and older workers. By eliminating such barriers, the “system would become more dynamic and flexible while maintaining a universal focus.”
 8. **Combine WIA Adult, WIA Dislocated Worker and Wagner-Peyser funding streams** into a single formula program “resulting in streamlined program administration and the reduction of current duplication and inefficiency.”
 9. **Flexibility in the delivery of core, intensive and training services** that would allow for the provision of services to individuals that would meet their unique needs.
 10. **Provide governors the authority to determine what standards, information and data would be required for the eligible training providers list.** “Such authority would result in an improved eligible training provider system and ensure the continuation of such key ideas as customer choice and provider accountability while making it easier for training providers to participate in the system.”
 11. **Transform Individual Training Accounts (ITAs) into Career Scholarships**, a flexible and portable account that could be used by unemployed and certain groups of employed workers, for training services and other life-long learning opportunities.
 12. **Establish authority to create Personal Reemployment Accounts** – special self-managed accounts for use by individuals who are out of work and who have been identified as very likely to exhaust their unemployment benefits.
 13. **Merge unexpended Welfare-to-Work grant funds into WIA** and provide services through the One-Stops.
 14. **Focus youth funds on serving at-risk youth** – specifically school dropouts, court-involved youth and foster care youth transitioning into society.
 15. **Reduce the number of performance indicators from 17 to eight** (4 for youth and 4 for adults). The eight indicators are currently being developed by the federal partner agencies as part of the Office of Management and Budget (OMB) common measures initiative for employment and job training programs.
 16. **Develop a less rigid, more dynamic performance negotiation process** “designed to take into account local labor market needs and the characteristics of individuals being served.”

Additional information on U.S. Department of Labor’s plan for reauthorization of the Workforce Investment Act of 1998 can be found on the KWIB Web site at www.kentuckywib.org



Kentucky Workforce
Investment Board
500 Mero Street
226 Capital Plaza Tower
Frankfort, KY 40601

Phone: 502-564-6606

Fax: 502-564-7967

Editor: Cassandra Bagley

Email: cassandra.bagley@mail.state.ky.us



The Kentucky Workforce Investment Board is administratively attached to the Kentucky Cabinet for Workforce Development. The Cabinet for Workforce Development, which promulgates policy and manages agencies within the cabinet, does not discriminate on the basis of race, color, national origin, sex, disability, age, religion or marital status in training, activities or employment practices in accordance with Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and the Americans with Disabilities Act of 1990.

Visit our Web site at www.kentuckywib.org

State Workforce System Logo Chosen

The Kentucky Workforce Investment system—Kentucky WorkNet—delivers a world-class workforce to employers. That is the message the new system logo is designed to communicate to businesses.

While many local workforce investment areas have invested resources in developing logos and marketing campaigns for their One-Stop Centers, there has not been a state level identity to indicate that all the One-Stops in the state are part of the same system. The Local Liaison and Marketing and Public Relations committees worked together for several months to choose a system name and logo that could be used for the statewide One-Stop system. The new logo will not replace existing local logos but will be used in

conjunction with local logos.

“We want business customers who have operations in several areas of the state to know they can go to a Kentucky WorkNet affiliated site and

Kentucky WorkNet
Delivering a world-class workforce

get the services they need,” says Nicky Rapier, vice-chair of the KWIB’s Local Liaison committee. “And if an individual moves from one part of the state to another, we want that person to recognize the local One-Stop through the Kentucky WorkNet logo.”

Now that the name and logo have been selected, the KWIB staff is working to develop a plan to market the new logo and to develop guidelines for how it will be used.